

# COLD CALLING SCRIPT

PALM VISTA

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## PART 1: HOW TO OPEN THE CALL

*“Hello, I’m looking for (THEIR FIRST NAME)?*

*This is (YOUR FIRST NAME) I know this call is out of the blue but.... I was calling about a property I believe you own on (ADDRESS). I just wanted to see if you would consider an offer on your property there?”*

## PART 2: HOW TO CLOSE THE CALL — (6 RESPONSES)

Response #1: “YES”

*Okay Great! Well, we purchase properties cash. We pay all the closing costs and there are no real estate commissions. The best part is we buy them completely as-is so you don’t have to put another cent into the property. So...for an offer like that...how much would you take?*

Response #2: “YES — how much will you give me?”

1) Pivot and qualify the property condition:

*“It looks like your home is about (property square ft) square feet, is that right? Have you done any major remodeling to the kitchen and bathrooms in the last 5 years?”*

2) Qualify their timeline:

*“Typically, we can close with 10 to 30 days, does that timeline work for you?”*

3A) Qualify their price:

*“We are buying homes similar to yours for around (70% of Zestimate) is that how much you were thinking?”*

3B) Alternative for qualifying price:

*“My partner runs all the numbers on the offers we make... so let me talk to him and call you back really soon.”*

**\*IMPORTANT!** If the condition of the property is poor and/or their motivation is high, GET THE APPOINTMENT IMMEDIATELY; even if their price is too high.

*“My partner Josh is in the area today. Do you mind if he stops by and takes a look?”*

Response #3: “YES — maybe in the future”

*“Okay, great. Should I call you back in a month? I am really looking for something that needs some work. Have you done any major remodeling to the kitchen and bathrooms in the last 5 years?”*

*“Please save my name under (YOUR FIRST NAME) and “Home Buyer” in your phone in case anything changes.”*

Response #4: “NO”

*“I completely understand. Do you happen to have any other properties you would consider selling. Maybe something that needs to be fully remodeled, or something that needs a little love?”*

Response #5: “How/where did you get my number?”

*“I have an internet provider that I send over addresses I am interested in. If they have the phone number they send it back. Sometimes I get lucky.”*

Response #6: “Who are you?”

*“I am a local real estate buyer looking to do tasteful remodels in the area.”*

### **PART 3: Book the Appointment and/or Schedule a Call Back**

*The **TOP** priority is to schedule the appointment. Regardless if the seller wants a lot of money for his property. If the seller has **ANY** motivation to sell we need to book the appointment or schedule a call with Josh. Josh will be able to find a solution for the Owner’s.*

**This approach allows us to be more personal and less corporate.  
Connect with Sellers and Smile.  
You can do it!**